KARL MAYER

Customer proximity despite social distancing

Since May 2020 the KARL MAYER Academy has been offering webinars



Navin Agrawal from KARL MAYER's agency A.T.E. in India attending the first KARL MAYER Academy webinar

The KARL MAYER Academy goes online, in order to provide its customers with the necessary know-how, even in times of corona-caused travel restrictions. For the short-term start into the World Wide Web, the company's own Qualification Center offers webinars lasting one hour and intended for not more than six to eight participants, because it relies on dialogue. „We don't want any frontal teaching but interaction. In this way, we can better answer individual questions and support the development of new ideas", explains Robert Kuna who develops KARL MAYER's e-training concept. Moreover, the course instructor hopes to get fresh impetus for webinar topics thanks to the close cooperation of all parties involved. In addition to basic knowledge of warp knitting, divided into small units, the clients should acquire special know-how that is meant to further support them in their market situation. Especially now, many warp knitting mills have enough time for the qualification of their employees.

The new webinar series was successfully started by Roland Bämpfer by mid-May 2020. Via video, the Indian customers received from this course instructor a detailed description of the

possibilities of producing fabrics which are suitable for making everyday face masks. For many companies, the production of urgently needed sanitary articles represents an exception from the nationwide corona shutdown. Regarding the content of the online events, Roland Bämpfer says: „With the participants, I discuss different lapping techniques and suitable yarns for the commonly used tricot machines in India. In this way, everyone can produce those articles that are most suitable for his business.“

Further webinars are being prepared. More information about this issue, registrations and suggestions on topics can be obtained from the KARL MAYER Academy via its e-mail address academy@karlmayer.com.

In addition to the webinars with flexible content, from next year on, the company will also offer online training courses, to support the previous Academy courses with their permanent elements. The new offerings should contribute to increased efficiency in know-how transfer.